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NATHAN HALE

The Finest Commercial Dahlia Since Jersey's Beauty

▼▼▼
(See Offer on Page One)

FLOWER BULBS ROOTS AND PLANTS



Wholesale List

**SPRING
1934**

**SEE INSIDE COVER
FOR TERMS OF SALE**

SANSEVIERIAS

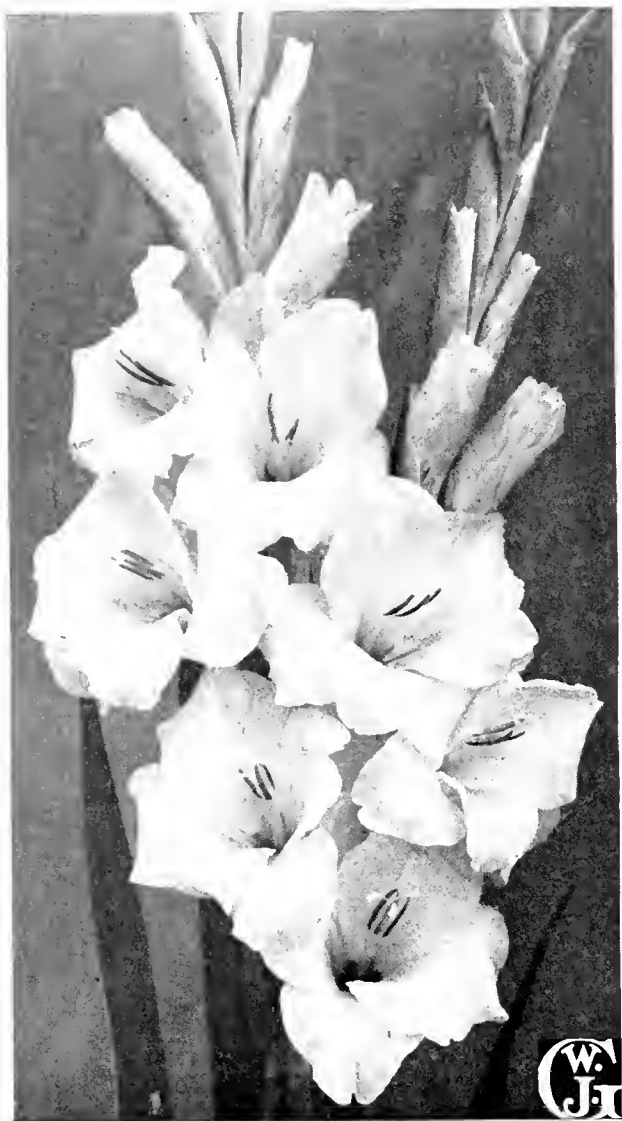
AND OTHER POPULAR
HOUSE PLANTS
DIRECT FROM OUR
FLORIDA PLANTATION

Offered on Pages 8 and 9

Walter J. Guille

• **FLOWER BULB SPECIALISTS** •

40-42 West 27th St., New York, N.Y.



GLADIOLUS BULBS for Storekeepers

This is the leading Spring bulb seller. Their adaptability to practically every soil and climatical condition that exists in this country makes them a universal favorite and they produce gloriously with little care or attention. Successive plantings from ten days to two weeks apart should be encouraged which provide a wealth of flowers throughout the whole Summer and early Fall season. The varieties offered below comprise those most usually asked for.

Pink (Los Angeles), **Red** (Virginia), **White** (Peace), **Lavender** (Herada), **Yellow** (Souvenir), **Two Tone**, lavender and pink (Mrs. F. Pendleton).

Mammoth Bulbs

2 in. and over in diameter
\$2.25 per 100, \$18.00 per 1000

First Size Bulbs (1½ in.)
\$1.50 per 100, \$13.00 per 1000

Second Size Bulbs
\$1.15 per 100, \$9.00 per 1000

Display color cards of each of these varieties furnished FREE

GLADIOLUS

for Forcing and Outdoor Planting

WE exercise extreme care in the selection of the stock offered below, and we are quite sure that no finer quality is available for either forcing or outside planting. Our bulbs are all produced in sections that are apparently thrip-free, and every other means taken to insure delivery of clean stock. We want to suggest to growers, however, that they be prepared to use every known means of combatting the thrip if it appears in their fields or in those of nearby planters.

ALL FIRST SIZE BULBS 1½ INCH AND UP

	100	1000
Alice Tiplady. Beautiful saffron.....	\$1.50	\$12.00
America. Soft lavender pink.....	1.50	12.00
Anna Eberius. Dark velvety purple.....	2.00	16.00
Baron J. Hulot. Deep violet blue.....	3.00	25.00
Betty Nuthall. New large salmon pink.....	2.50	20.00
Byron L. Smith. Orchid with blendings of blue, yellow and white.....	2.25	18.00
Carmen Sylva. Fine new white.....	2.00	16.00
Crimson Glow. Deep crimson.....	1.40	11.00
Dr. F. E. Bennett. One of the best reds.....	2.00	16.00
E. J. Shaylor. Deep ruffled pink.....	1.50	12.00
Evelyn Kirtland. Rosy pink, dark margin.....	1.85	14.00
Giant Nymph. Pink with creamy yellow throat.....	1.50	12.00
Golden Eagle. Fine new yellow.....	2.00	15.00
Golden Measure. Yellow.....	2.00	15.00
Halley. Salmon pink.....	1.50	12.00
Herada. Pure mauve.....	1.50	13.00
Le Marechal Foch. Flesh pink.....	1.85	14.00
Los Angeles. Shrimp pink, orange and carmine throat.....	1.50	13.00
Minuet. New beautiful lavender.....	2.50	20.00
Mrs. W. H. Phipps. Clear pink. Large and fine.....	2.25	18.00
Mrs. Dr. Norton. Lavender, pink and cream.....	2.00	16.00
Mrs. Francis King. Salmon red.....	1.75	12.00
Mrs. F. Pendleton. Rosy pink. Still the most popular.....	1.50	13.00
Mrs. Leon Douglas. Light watermelon pink. Large flower.....	2.00	15.00
Odin. Fine large salmon.....	1.85	14.00
Orange Queen. Orange yellow.....	2.00	15.00
Peace. Pure white.....	1.75	13.00
Rose Ash. Old rose.....	2.00	16.00
Schwaben. Yellow, carmine blotch.....	2.00	15.00
Souvenir. Pure golden yellow.....	1.75	13.00
Virginia. Fine red.....	1.50	13.00
Wilbrinck. Lavender pink.....	1.85	14.00
Exhibition Mixture.	1.35	10.00

SECOND SIZE BULBS OF ALL VARIETIES CAN BE SUPPLIED
AT 20 PER CENT LESS

SEE PAGE 6 FOR GLADIOLUS IN CELLOPHANE PACKAGES

PRICES as quoted are F. O. B. New York and include packing. ✧ 25 or more sold at the 100 rate, 250 or more of any one variety at the 1000 rate. ✧ Terms are less 5% for cash with order or net 60 days, less 2% in 10 days on approved credit. ✧ No claims whatever will be considered unless reported to us within 48 hours after arrival of shipment.

WALTER J. GUILLE

✧

Flower Bulb Specialists

DAHLIAS

A Select List of the Finest Commercial Cut Flower Kinds

Our judgment of the Dahlias recommended below comes from two sources—first, the careful observation of these varieties under actual commercial production in the field where we rate them according to their freedom from disease, length and strength of stem and keeping quality of the flower. This is followed by another close observation after the flowers reach the market, and from this source we are able to hear comments from those whose business it is to be judges of flowers.

NATHAN HALE

In introducing this variety to the commercial grower last season, we published testimonial letters from several leading retail and wholesale florists in the New York area which supported our claim that this variety was held in high esteem. We watched it very carefully this past Summer and can repeat the claims. It is an informal Decorative type of the color shown on the front page. Is an easy, clean grower with long stems and flowers that hold up well under extreme market conditions.

Per doz. \$3.00, per 100 \$20.00, per 1000 \$175.00

JERSEY'S BEAUTY

This variety still outranks in commercial production all other varieties combined, and probably three-quarters of the total acreage planted for cut flower production in the New York area is made up of Jersey's Beauty. Please note our price for good strong divisions. Rose pink.

Per doz. 85c., per 100 \$5.50, per 1000 \$50.00

JANE COWL

While this variety is not recommended for long distance shipping, it is without a peer when used by florists for their own trade. Its color—coppery yellow—and its splendid form and character, together with its large size and good growing qualities, makes it one of the most acceptable.

Per doz. \$1.25, per 100 \$8.00, per 1000 \$75.00



JERSEY'S BEAUTY

ROSEATA

Decorative. A beautiful amber color overlaid with old rose. This is an excellent market variety and is one of the finest keeping kinds now being grown, having won prizes at several of the leading Dahlia shows, where this quality was a factor. We can highly recommend it.

Per doz. \$2.25, per 100 \$15.00

NEW YORK MARKET

This new variety answers a long-felt want for a good commercial white. It is a flat Decorative with shadings of light lavender. It has excellent keeping qualities and is a fine flower for florists' make-up work. Offered this year for the first time.

Per doz. \$3.60, per 100 \$25.00

Note Our Prices on Other Leading Commercial Dahlias

	Doz.	100
A. D. Livoni. Show. Shell pink.....	\$0.75	\$5.00
Attraction. Cac. Lilac rose.....	.90	6.00
Avalon. Dec. Canary yellow.....	1.15	8.00
Calvin Coolidge, Jr. Dec. Rose pink, suffused salmon....	1.75	12.00
Chemar's Eureka. Dec. A fine large white.....	3.60	25.00
Chemar's U. S. A. Dec. Apricot bronze.....	1.75	12.00
Dorothy Stone. Dec. Brilliant pink.....	3.60	25.00
Elite Glory. Dec. Large red.....	3.60	25.00
Eleanor Vandever. Dec. Pinkish lavender.....	1.50	10.00
Elsie Burgess. Show. White ground, suffused lavender and pink.....	.90	6.00
F. T. D. Dec. Tyrian rose.....	1.75	12.00
Florence Finger. Dec. Orchid.....	.90	6.00
Frances La Rocco. Dec. Best commercial yellow.....	1.50	10.00
Jack Rose. Dec. Old commercial red.....	.75	5.00
Jean Kerr. Commercial white.....	1.50	10.00
Jersey's Beacon. Dec. Chinese scarlet.....	1.75	12.00
Kathleen Norris. Dec. Large fine pink.....	2.50	15.00
La Toreador. Dec. Red.....	1.50	10.00
Lilian Baldwin. Dec. Watermelon pink and a favorite among market growers.....	1.50	10.00
Marshall's Pink. Dec. A glorified Jersey's Beauty.....	3.60	25.00

	Doz.	100
Mrs. I. de Ver Warner. Dec. Orchid lavender.....	\$1.15	\$8.00
Orange Beauty. Dec. Brilliant orange.....	2.20	15.00
Queen of Gardens Beautiful. Dec. Primrose yellow.....	3.60	25.00
Rose Fallon. Dec. Amber, russet and salmon.....	2.90	20.00
Sagamore. Dec. Amber shaded orange buff.....	1.50	10.00
Sanhican Beauty. Dec. Salmon pink.....	3.60	25.00
Seal's Californian. Dec. Bright gold.....	5.10	35.00
The World. Dec. Rosy magenta.....	3.60	25.00
Treasure Island. Dec. Bright apricot.....	5.10	35.00
Trentonian. Dec. Coppery bronze.....	2.20	15.00
White Swan. The favorite old white.....	1.25	8.00

DAHLIA ROOTS IN SEPARATE COLORS

DIVISIONS		WHOLE FIELD CLUMPS	
Lavender.....	Per 100, \$3.50, Per 1000 \$30.00	Lavender	Per 100 \$8.00, per 1000 \$75.00
Pink.....		Pink.....	
Red.....		Red.....	
Yellow.....		Yellow.....	
White.....		White.....	

Display color cards of each of these furnished FREE

40-42 West 27th Street

::

New York City

Miscellaneous BULBS and ROOTS



AMARYLLIS—GIANT HYBRID

ANEMONES

Florists can plant these bulbs in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

De Caen. Large single form. Many colors.

	Doz.	100	1000
1 yr. bulbs.....	\$0.30	\$1.80	\$15.00
2 yr. bulbs.....	.50	3.00	25.00

St. Brigid. Semi-double. Large and full.

1 yr. bulbs.....	.50	3.00	24.00
2 yr. bulbs.....	.65	4.00	35.00

His Excellency. Finest red.

1 yr. bulbs.....	.45	2.75	22.00
2 yr. bulbs.....	.60	3.75	32.50



BEGONIA—TUBEROUS ROOTED

AMARYLLIS — GIANT HYBRIDS

The ease with which these fine bulbs can be flowered is making them the outstanding subject for home growing, and they also make a beautiful pot plant for florist use. The strain we offer is unequalled in size and coloring. Large display card with every order. Every storekeeper should feature them.

	Doz.	100	1000
2½ to 3 in.....	\$2.00	\$12.50	\$120.00
3 to 3½ in.....	2.40	15.00	140.00
3½ to 4 in.....	3.20	20.00	185.00
4 in. and up.....	4.50	28.00

CALADIUMS—FANCY LEAVED

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

Named Varieties. A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 (5 of each).....	\$3.50
Per 100 (20 of each).....	10.00
Per 1000 (200 of each).....	90.00

Mixed Colors. All colors represented in this mixture, including the birch bark varieties.

Per doz.....	\$1.00
Per 100.....	6.00
Per 1000.....	50.00

CALADIUM ESCULENTUM (Elephants-ear)

A splendid plant with tropical-like foliage for border groups, lawn specimens, but most frequently used with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5-7 in.....	\$0.50	\$2.75	\$22.00
7-9 in.....	.60	3.50	30.00
9-11 in.....	1.00	6.00	55.00

BEGONIAS — TUBEROUS ROOTED

For outdoor Summer planting in semi-shaded locations, this is a beautiful and easily grown subject and one that will provide "something different." It also makes an excellent pot plant. Free display card for counter sales.

Single. Separate colors: White, Red, Pink, Orange, Yellow.

	Doz.	100	1000
1 to 1½ in.....	\$1.00	\$6.50	\$55.00
1½ to 2 in.....	1.75	12.50	105.00

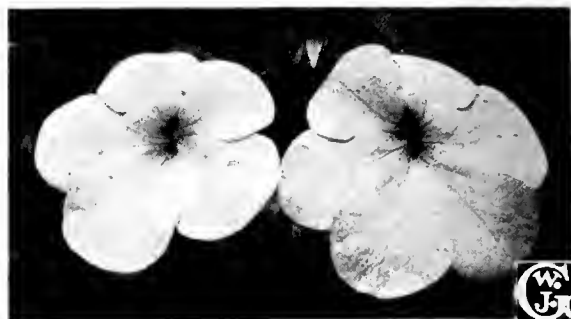
Double. Separate colors: White, Red, Pink, Orange, Yellow.

	Doz.	100	1000
1 to 1½ in.....	\$1.00	\$7.00	\$60.00
1½ to 2 in.....	1.80	13.00	110.00

ACHIMENE MAGNIFICA

Beautiful subject for hanging baskets and window boxes. Profusion of flowers all Summer.

	Doz.	100	1000
Violet blue.....	\$0.80	\$5.50	\$45.00

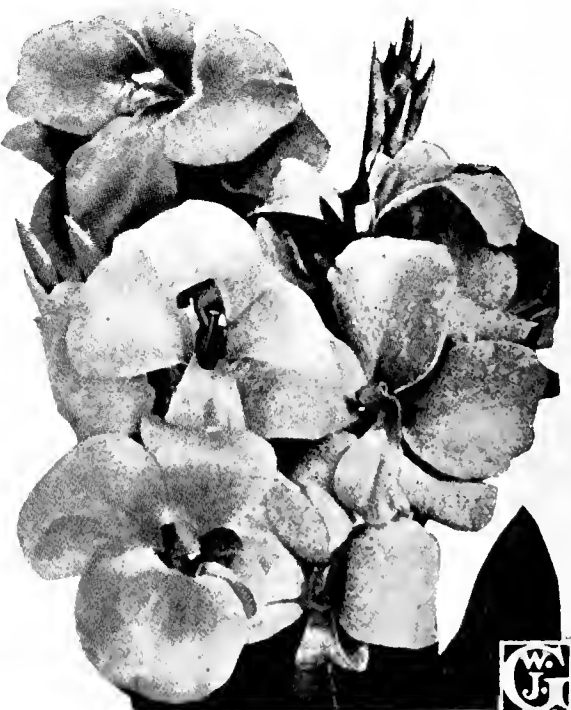


ACHIMENE

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers. Our roots are strong elumps, 2 to 3-eye divisions. Display cards for leading kinds.

	100	1000
Candelabra. Orange scarlet.....	\$4.25	\$35.00
City of Portland. Glowing pink.....	4.75	40.00
Crimson Bedder. Deep crimson.....	2.75	22.50
Eureka. White.....	3.30	27.50
Hungaria. Deep rose.....	3.35	28.00
King Humbert Red. Orange scarlet.....	3.00	25.00
King Humbert Yellow. Golden yellow, spotted red.....	3.00	25.00
Mme. Crozy. Vermilion scarlet..	2.75	22.50
Mrs. Alfred Conard. Salmon pink.....	3.60	30.00
Orange Bedder. Bright orange suffused with scarlet.....	3.00	25.00
Richard Wallace. Light yellow..	2.75	22.50
Rosea Gigantea. Soft rose pink.....	3.60	30.00
The President. Red.....	3.00	25.00
Venus. Bright rose pink, cream border.....	2.75	22.50
Wintzer's Colossal. Vivid scarlet.....	2.65	22.00
Wyoming. Orange flowers with purple foliage.....	2.75	22.50



CANNA

WALTER J. GUILLE



Flower Bulb Specialists

Miscellaneous BULBS and ROOTS



DICENTRA (BLEEDINGHEART)

JAPANESE IRIS

Most of your customers will be familiar with the old German Iris, but not many of them have become acquainted with the Japanese type, for the very good reason that these have been too expensive to permit of general planting. Now, however, a larger supply is available and we are one of the first to offer these roots at a popular price. The range of colors included in the seedling mixture that we are offering covers hundreds of various hues and shades and all of them are glorious. Flowers are borne in June on long, strong stems and provide a profusion of flowers for several weeks.

STRONG WHOLE ROOTS

Per doz. 85c., per 100 \$6.00, per 1000 \$50.00
(See page 7 for wrapped plants)

GERMAN IRIS

An assortment of some of the finer new kinds.

Per doz. 50c., per 100 \$3.50, per 1000 \$30.00



JAPANESE IRIS

CINNAMON VINES

A fine perennial climber with ivy-like leaves and sweet-scented flowers.

Per doz.\$0.75
Per 100..... 5.00
Per 1000.....40.00

BLEEDINGHEART (Dicentra)

A beautiful garden plant of graceful habit, 2 to 3 ft. high. The foliage is of a highly ornamental fern-like appearance, over which hang the drooping spikes of pink heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order—always in popular demand.

LARGE FIELD CLUMPS

Per doz. \$3.00, per 100 \$20.00,
per 1000 \$180.00

WRAPPED DIVISIONS

Per doz. \$1.00, per 100 \$6.50,
per 1000 \$62.50

EUCHARIS AMAZONICA

A greenhouse bulbous plant of rare charm and beauty. Waxy-white Nareissus shaped flowers. Can be planted outdoors in the South.

Per doz..... \$2.50
Per 100..... 16.50
Per 1000.....150.00

LILY-OF-THE-VALLEY

The select pips that we import are suitable alike for the best florists' forcing or for store sales, as they are the best quality. Counter sales of Lily-of-the-valley continue to increase and these pips will flower quickly and beautifully under home conditions.

Cold storage pips for shipment up to February 15th.

Per case of 250..... \$7.50
Per case of 500..... 13.50
Per case of 1000..... 25.00
Per case of 2500..... 60.00

After Feb. 15th the new crop must be used. And these, due to higher exchange rates, are more expensive.

Per case of 250..... \$9.00
Per case of 500..... 16.50
Per case of 1000..... 30.00
Per case of 2500..... 70.00



GLOXINIA

GLOXINIAS

A fine mixture of a selected strain.
Per doz. \$2.25, per 100 \$15.00, per 1000 \$140.00

HYACINTHUS CANDICANS

These Summer Hyacinths make a good showing when planted in borders.

	Doz.	100	1000
1½ to 2 in.....	\$0.65	\$4.00	\$35.00
2 to 3 in.....	.85	6.00	50.00

ISMENE CALATHINA

This bulb makes an Amaryllis-like growth and produces in early Summer a white trumpet-shaped flower resembling a large Daffodil. Sweet scented.

Per doz. \$1.25, per 100 \$9.00, per 1000 \$75.00



LILY-OF-THE-VALLEY

Miscellaneous BULBS and ROOTS

TRITOMAS

(Red Hot Pokers)

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

Pfitzeri. Flame-red color. Flowers late August and September.

Per doz. \$1.00, per 100 \$7.00, per 1000 \$65.00

Early Hybrids. These range in color from milk white to deepest orange.

Per doz. \$1.25, per 100 \$8.00, per 1000 \$75.00



TUBEROSE

TUBEROSES

Lovers of the old fashioned gardens always like to include Tuberose in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants—grows 2-3 feet high, with waxy, white flowers in a compact spike.

DWARF PEARL

Double

Doz.	100	1000
3/4	\$0.25	\$1.25
4/6	.50	2.50
6/8	.75	5.00

MEXICAN

Single

.50	3.00	25.00
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RANUNCULUS

Florists use these for Spring planting in greenhouses, and in many sections of the country they produce beautifully outdoors when planted in early Spring.

	Doz.	100	1000
Palafior , 1 yr.	\$0.50	\$3.50	\$27.50
2 yrs.	.65	4.50	34.00
French Hybrids , 1 yr.	.30	2.00	15.00
2 yrs.	.50	3.00	24.00



LILIUM RUBRUM

MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Doz. 50c., 100 \$3.00, 1000 \$26.00

OXALIS

These bulbs make delightful border plants. They have Cloverlike foliage and are a mass of blooms all Summer.

Deppei, white

Lasiandra, Rosy pink

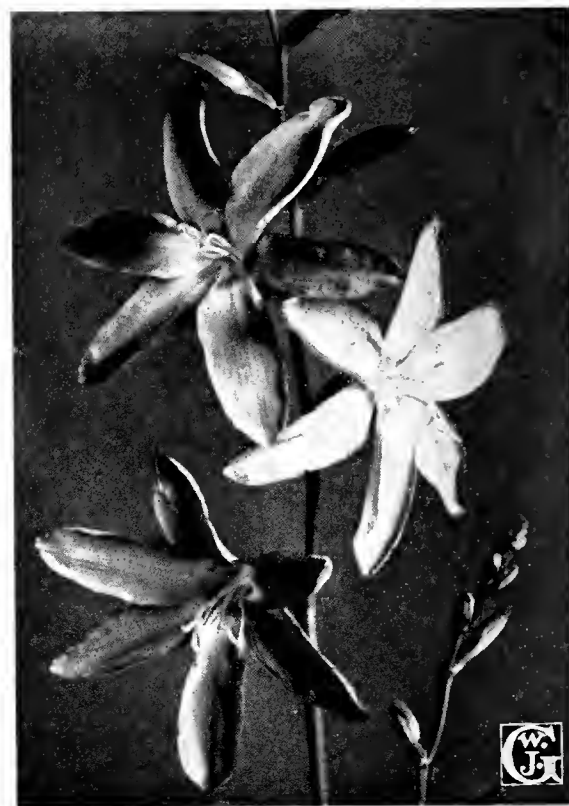
Shamrock, deep pink

Doz. \$1.10, 100 \$7.50, 1000 \$6.00

TIGRIDIA PAVONIA

There are few subjects that can compare with Tigridias for brilliancy of color. Several flowers are produced to the stalk and this provides a continuity of beauty over a long period.

Per doz. \$1.50, per 100 \$10.00



MONTBRETIA

MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
Aurantiaca . Orange yellow	\$0.60	\$3.60	\$30.00
Fire King . Red	.60	3.90	32.50
Germania . Red and yellow	.60	3.90	32.50
Golden West . Golden yellow	.75	4.80	40.00
King Edmund . Fine large yellow	.90	5.10	42.50
Talisman . Dark scarlet	.75	4.20	35.00
Fine Mixture	.50	3.00	25.00

PEONIES

In the three sizes of Peonies we offer below will be found stock to suit all trade requirements.

	Doz.	100
White { 2-3 eye divisions	\$0.90	\$6.00
Red { 6-8 eye clumps	1.75	12.00
Pink { 12-15 eye whole field clumps	3.60	25.00

Ask for prices on named kinds

HARDY LILIES

These aristocrats of the Summer gardens have only recently been available in sufficient quantities to warrant a selling price within the range of anyone's purse. They have exceptional beauty and add a dignified glory to every garden. We are offering four of the leading most usually grown varieties that are sure to give general satisfaction.

LILIUM TIGRINUM (Tiger Lily). Orange yellow with black spots. A great favorite that gives splendid results, without much coddling, and quickly increases into large clumps or colonies in the hardy border.

Per doz. 90c., per 100 \$6.50, per 1000 \$60.00

LILIUM RUBRUM. A Japanese Lily, growing 3-4 feet high with large open flowers of carmine pink with crimson spots.

	Doz.	100	Case
8-10 in., 200 to case	\$1.10	\$7.00	\$12.50
9-11 in., 130 to case	1.50	11.00	12.50

LILIUM AURATUM (Golden Banded). A tall, noble Lily growing 4 to 6 feet high. Its huge flowers are white, with red spots and a golden rib down the center of each petal.

	Doz.	100	Case
8-10 in., 200 to case	\$1.25	\$8.00	\$15.00
9-11 in., 125 to case	1.90	14.00	15.00

REGALE LILY. Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adapting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily, with markings of pink, yellow and light brown, extremely fragrant and flowers in June.

	Doz.	100	1000
5-6 in.	\$0.85	\$6.00	\$50.00
6-7 in.	1.10	7.25	60.00
7-8 in.	1.35	9.60	80.00

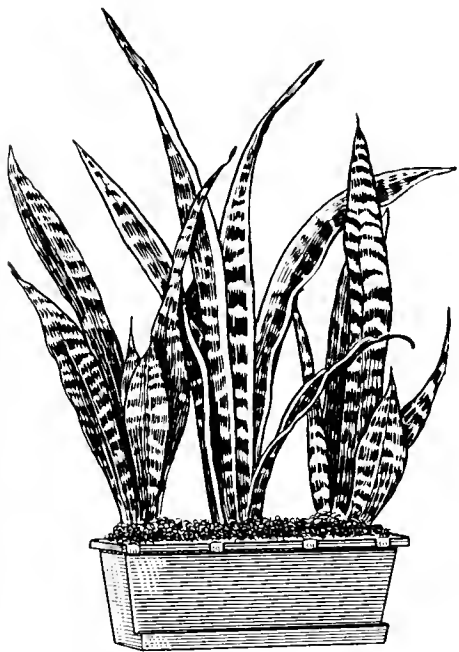
	Doz.	100	1000
8-9 in.	\$2.25	\$16.75	\$140.00
9 in. and up	3.00	19.75	165.00

WALTER J. GUILLE



Flower Bulb Specialists

"EASY GROW" SELF-WATERING PLANT BOXES



**"EASY-GROW"
SANSEVIERIA BOX**

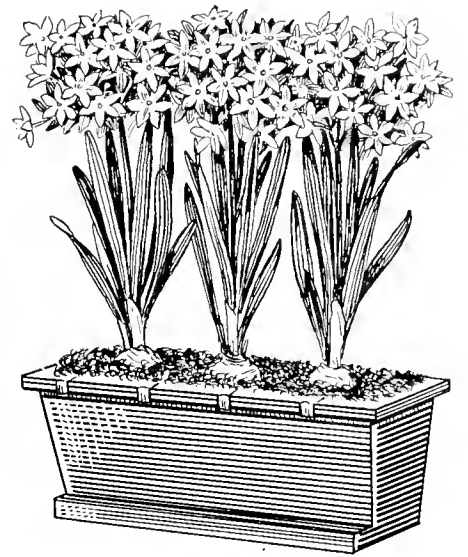
Three fine bushy plants in each box, about 15 inches tall.

Per dozen, \$7.95

THE self-watering features of this patented plant box have immediately been accepted by the trade as the most advanced improvement in house plant receptacles ever introduced. It entirely eliminates all of the difficulties of watering that exists with other flower pots. It is made of non-corrosive metal and is finished in either a two-tone green or aluminum. Each box is individually packed in a strong container—a feature that makes delivery by you an easy matter—and complete instructions are given with each plant.



**INDIVIDUAL
SHIPPING
CARTON**



**"EASY-GROW"
NARCISSUS BOX**

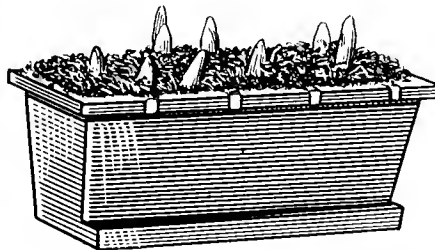
Same metal box planted with three large bulbs. Blooms quickly and satisfactorily under home conditions. Available during January only.

Per dozen, \$5.00

LILY-OF-THE-VALLEY PACKS

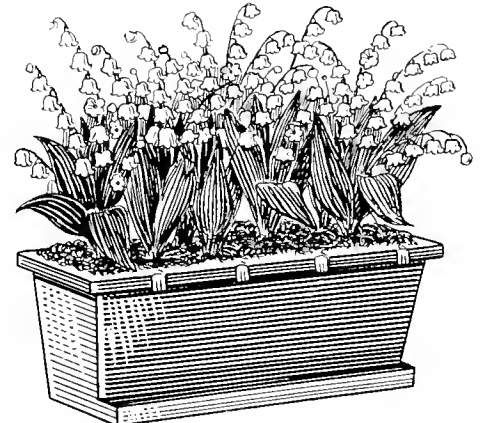
LAST season's leading Winter seller was Lily-of-the-valley packs. The ease with which they can be so quickly and readily flowered in the home is now becoming generally known to flower lovers and the demand is therefore increasing very rapidly. While none of the packages that presume to contain sufficient moisture to flower them through to completion are recommended by us, we offer two new packs that, given the simple care as shown on the instructions, will flower beautifully and mean repeat sales through satisfied customers.

From THIS . . .



in
Three
Weeks

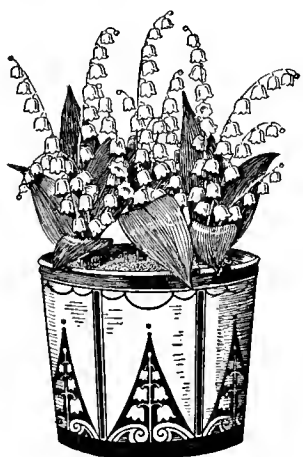
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**"EASY-GROW"
LILY-OF-THE-VALLEY PACK**

Each box planted with eight Lily-of-the-valley roots. Self watering metal plant box. Finished in aluminum or two-toned green. Packed in strong individual cartons. Complete with instructions.

Per dozen, \$7.00



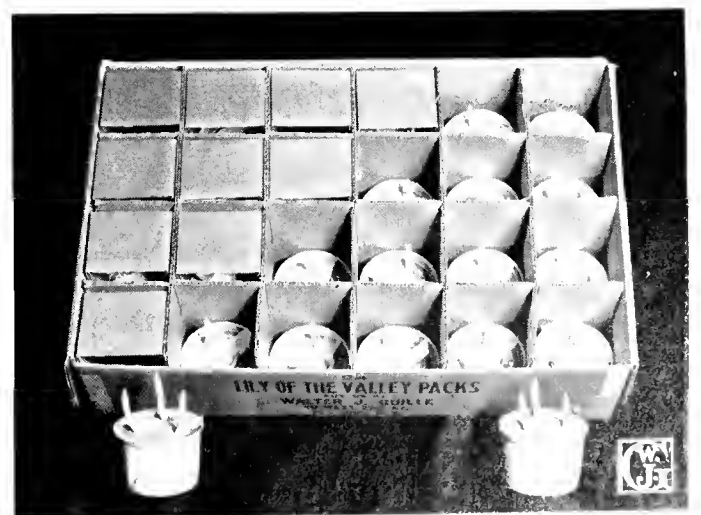
PAPER CUP LILY-OF-THE-VALLEY PACKS

THREE ROOTS IN EACH PACK

Beautiful two-color design on heavy waxed paper cup. Perforations in top of lid provide method of watering. Instructions on every cup. This is a good number for a feature sale.

Per dozen, \$2.00

(Packed two dozen in carton)



SAFELY PACKED FOR SHIPPING

LARGE TWO-COLOR DISPLAY CARD FREE WITH EVERY ORDER

40-42 West 27th Street

∴

New York City

PACKAGED BULBS and PLANTS for Store Trade

THE advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.



Display Carton Containing 25 Packages Assorted Gladiolus



Display Carton Containing 25 Packages Assorted Bulbs and Roots

We furnish attractive
COLORED
Display Cards
FREE
WITH ORDER
FOR BULK BULBS

Flowering bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5½x7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color but give the name of each and provide space for pricing. These cards are sent free with each order.

GLADIOLUS IN CELLOPHANE BAGS

No Waste - No Culls—No Dirt

SELF SELLING

With Complete Growing Instructions on Each Bag
and the Flowers Shown in Natural Colors

Five Most Popular Varieties

PINK: Los Angeles RED: Virginia ROSE: Shaylor
YELLOW: Souvenir LAVENDER: Herada

Four Top Size Bulbs in Each Bag

These are packed 25 assorted packages in attractive display carton

Price per carton of 25 pkgs. \$1.65

SPECIAL STORE ASSORTMENT

25 PACKAGES POPULAR HOME GARDEN SUBJECTS

This assortment, packed in the special carton shown on the left, was featured by us last Spring for the first time and was so well received by the trade that we are sure it will prove to be one of the best sellers. Many of our buyers reported that they had made many sales of full cartons to their customers. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package. Here is what the assortment contains:

- 1 RED PEONY
- 1 PINK PEONY
- 5 JAPANESE HYBRID IRIS
- 2 GERMAN IRIS of new rich coloring
- 5 TRITOMAS (Red Hot Pokers)
- 2 FUNKIA variegata, fine colorful border plant
- 3 CANNAS, one of each color: Red, Pink, Yellow
- 3 TUBEROSES, Double White Pearl
- 1 CALADIUM (Elephants-ear)
- 2 COREOPSIS

Price per carton of 25 pkgs., \$1.75



Cellophane Bag of Gladiolus

WALTER J. GUILLE

✽

Flower Bulb Specialists

DAHLIAS IN PACKAGES

Dahlias in bulk are one of the most difficult items for the storekeeper to handle satisfactorily. The quickness with which they dry out under store conditions is a problem that only correct packaging can overcome. We believe that we have corrected this trouble. In both the individual boxes and the collections we offer below, the roots are wrapped in moisture-proof paper which preserves the full original plumpness of the roots and also protects them from damage and breaking in handling.

INDIVIDUAL DAHLIA BOXES

Mrs. I. de Ver Warner. Best lavender.....	} One large wrapped root in each box
Jersey's Beauty. Best pink.....	
Jersey's Beacon. Best red.....	
Sagamore. Best orange yellow.....	

Price per carton of 24 (6 of each kind) \$1.65



Carton of Packaged Dahlias



SPECIAL ASSORTMENT OF 6 EXHIBITION VARIETIES

GARDEN FULL of DAHLIAS

One each of the following 6 fine kinds

Jersey's Beauty, pink	Mrs. I. de Ver Warner, lavender
Jersey's Beacon, red	Sagamore, yellow
Jane Cowl, copper	Calvin Coolidge, Jr., salmon

Each root separately labeled and packed in fancy display box

Price each collection 38c.

PERENNIAL PACKAGES

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal size colored reproduction is attached to each plant. They are all liberal size plants and of the finest quality, and, under normal planting conditions, the kind that will give your customers fullest satisfaction.

AQUILEGIA (Columbine). Mixed colors.
COREOPSIS grandiflora. Yellow.
DELPHINIUM, Hybrids. Mixed colors.
DICENTRA (Bleedingheart).
DIGITALIS (Foxglove).
EUPATORIUM (Glorified Ageratum).
FUNKIA variegata: Green and yellow border plant.
FUNKIA subcordata. White September Lily).
GAILLARDIA (Blanketflower).
HIBISCUS (Mallow Marvels).

IRIS, Japanese Hybrids. Beautiful colorings.
IRIS, German. Fine named variety
PEONY. Pink.
PEONY. Red.
PEONY. White.
PHLOX. Assorted colors.
PYRETHRUM (Painted Daisies).
PHYSALIS (Chinese Lantern).
RUDBECKIA, Golden Glow.
SHASTA DAISY. Large white Daisy.
TRITOMA (Red Hot Poker).
VERONICA. Blue.

Any of the above: Per doz., \$1.50; per 100, \$10.00; per 1000, \$90.00
 (25 at 100 rate, 250 at 1000 rate)



40-42 West 27th Street

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New York City

WRAPPED PLANTS FOR STORE SALES

Direct Shipment from Our Florida Plantation

SANSEVIERIAS

LAURENTI

This is the yellow banded variety and the plant that is so extremely popular the past two seasons. Its fine decorative qualities, together with the fact that it will maintain itself under practically all conditions, assures an ever increasing popularity, and present prices bring this fine plant within the range of all buyers. We have one of the finest and largest stocks in existence and our plants are the broad leaf type that buyers like. These plants will keep in perfect condition in your stock room or on your counters for several weeks without impairing their quality or appearance in the least, so you can order liberally without fear of spoilage.

The standard grading is for plants with leaves measuring from 18 to 30 in. in height, and we offer these in true, broad leaf stock as follows:

	Per 100	Approximate packed weight per 100
2 leaf plants..	\$6.00	75 lbs.
3 leaf plants..	9.00	90 lbs.
4 leaf plants..	12.00	105 lbs.
5 leaf plants..	15.00	120 lbs.

ZEYLANICA

This variety has light green foliage with cross bands and spots of darker green. It produces a more graceful form than the yellow banded variety and this, together with the fact that smaller plants are more suitable for use in the miniature gardens and ornaments so popular these days, makes this item the most popular seller. The price range is within reach of all.

Rosette type. Short, graceful plants, with three to five leaves measuring about 8 in. maximum.

Per 100 \$4.00, per 1000 \$35.00

Approximate packed weight, 20 lbs. per 100 plants

Size "A". Three to five leaves from 10 to 15 in.

Per 100 \$4.00, per 1000 \$35.00

Approximate packed weight 23 lbs. per 100 plants

Size "B." Three to five leaves from 15 to 24 in.

Per 100 \$6.00, per 1000 \$50.00

Approximate packed weight, 40 lbs. per 100 plants

JANSEVIERIA
ZEYLANICA

CACTUS AND ALLIED SUBJECTS

In no other group of plants is there such a live interest as in Cactus. People everywhere have begun to appreciate their odd beauty and to recognize their sterling keeping qualities when used as a house plant. While some of the items shown below are not true Cactus, they are similar in appearance and are so classed by the average buyer. All of these subjects maintain themselves well when displayed on counters and give the greatest of satisfaction with customers. The packed weight of these items approximate 30 lbs. per 100 plants.

FLAT SLAB CACTUS OPUNTIA

(The illustration conveys a good idea of this form.) One of the most popular.

Per 100 \$6.00, per 1000 \$55.00

CACTUS COLUMNARIS

This is the thorn Cactus that grows in a columnar shape, as shown in the illustration.

Per 100 \$6.00, per 1000 \$55.00

NIGHT BLOOMING CEREUS

Every house plant lover has had a desire to own one of these plants and not until recently, when we undertook a volume production of them, were they available for the masses at anything like reasonable prices. We have now a considerable quantity available and are able to offer two fine varieties.

The first is *Cereus triangularis*, which is a three cornered variety, as shown in the illustration. We also have a variety called *Serpentina*, which is thinner and almost round. Both of these varieties are climbers and should have some trellis work provided for them.

Per 100 \$6.00, per 1000 \$55.00

NIGHT
BLOOMING
CEREUS
TRIANGULARIS

SANSEVIERIA
LAURENTI

PHILODENDRON

CACTUS
COLUMNARIS

CACTUS
FLAT OPUNTIA

PEPEROMIA

All of these plants are individually wrapped in moss and waxed paper

Note!

ALL PLANTS ON THESE TWO PAGES ARE OFFERED FOR
DIRECT SHIPMENT FROM OUR GROWING STATION →

PEPEROMIA

This is one of the wild pepper plants which have become quite popular as a house plant recently. It has small glistening dark green thick foliage and is an excellent plant for miniature dish gardens or for individual specimens.

Per 100 \$6.25, per 1000 \$60.00

AGAVES

Agaves make a very desirable house plant and one that stands lots of abuse. We offer the two types as illustrated below at the following prices, and these plants should be included in every order as they are good sellers.

SPANISH BAYONET

Per 100 \$6.00, packed weight per 100, 30 lbs.
Per 1000 55.00, packed weight per 100, 30 lbs.

SMOKE COLOR

Per 100 \$5.00, packed weight per 100, 35 lbs.
Per 1000 45.00, packed weight per 100, 35 lbs.



PHILODENDRON

This vine makes an excellent house plant and one that lives under extreme conditions.

Per 100 \$6.00, per 1000 \$55.00

CHINESE EVERGREENS

This remains a very popular subject. They have an odd charm when growing in fancy vases with only water to subsist on and seem to thrive in any location. When displayed for sale on counters they can be maintained in perfect condition by submerging roots in water.

Per 100

Short size, 6 to 7 in. with 3 leaves.....\$15.00

Medium size, 8 to 12 in. with 3 leaves..... 20.00

Large size, 15 to 20 in. with 3 leaves..... 25.00

ASPARAGUS PLUMOSUS NANUS

This fern ranks second in popularity to the Boston varieties in point of sales and has always been one of the most popular house ferns.

Per 100 \$6.00, per 1000 \$55.00

ASPARAGUS SPRENGERI

This is a trailing variety adapted for hanging baskets and for individual pot specimens. Its selling ratio as compared to the other varieties is possibly one in four and we suggest you buy on this basis.

Per 100 \$6.00, per 1000 \$55.00

NEPHTHYTIS LIBERICA

This is another excellent house plant and will thrive equally well in water or in soil.

Per 100 \$6.00, per 1000 \$55.00

BOSTON FERNS

This is the most popular of all house ferns and consequently the biggest seller. We have an extra fine stock of well established over-sized plants available for shipment throughout the whole selling season.

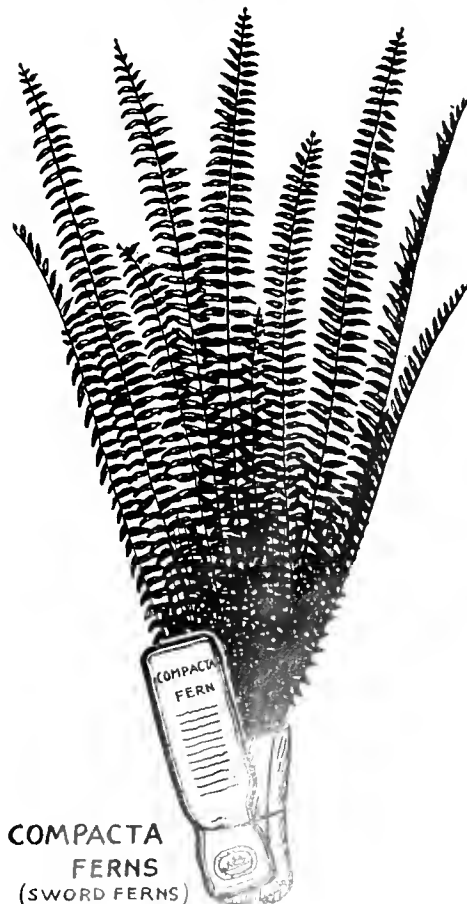
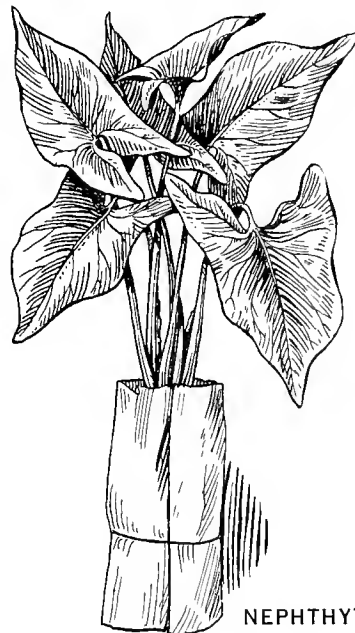
Per 100 \$6.00, per 1000 \$55.00

COMPACTA FERNS

(Sword Ferns)

In attempting to fill a popular demand for a fern that will not only stand abuse while on the counters, but also grow and thrive under the extreme conditions encountered in homes today, we have developed a fine stock of this beautiful variety and we suggest that you include a trial shipment in the first order you send to us as we are quite sure you will at once recognize its merits. We control the commercial quantity production.

Per 100 \$6.25, per 1000 \$60.00



EXPRESS RATES FROM APOPKA, FLORIDA

TO—	Per 100 lbs.	TO—	Per 100 lbs.
Atlanta, Ga.....	\$2.29	Dallas, Tex.....	\$3.82
Baltimore, Md.....	3.22	Denver, Colo.....	6.00
Boston, Mass.....	4.01	Minneapolis, Minn.....	4.91
Buffalo, N. Y.....	4.01	Philadelphia, Pa.....	3.22
Chicago, Ill.....	3.71	San Francisco, Cal.....	9.64
Cleveland, O.....	3.71	New York, N. Y.....	3.52

FLORIDA PLANT CO., Inc. :: Apopka, Fla.

FOR THE FALL SEASON YOU CAN SAVE MONEY BY PLACING ADVANCE ORDERS



Ask for our proposition which
provides a guaranteed saving as
well as an assurance of the
finest quality



PAPERWHITES

and other tender Narcissus from our
own Florida plantation.

TULIPS · HYACINTHS · CROCUS

and other Dutch bulbs from our
dependable growers on direct im-
portation.

DAFFODILS

from the Puget Sound—the finest
quality produced in this country.

LILIES

Both domestic and foreign—all the
popular varieties.

ROCK GARDEN BULBS

gathered from the best sources.

And All Other Leading Bulbous Subjects

together with a quick-selling line of
attractive packaged goods

WALTER J. GUILLE

... FLOWER BULB SPECIALISTS ...

40-42 West 27th Street



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